

22 DESIGN I

- 22.1 Section B of the unit contains verbs, phrases and idiomatic expressions for describing timelines and sequences of events. Fill the table below with those from the text, and then add any other that you know of.

appearing	coming before	happening at the same time	coming after
crop up with the advent of emergence	precede	during running parallel co-exist	hot on the heels of

- 22.2 The Industrial Revolution brought changes not only to the English society, but also to its language. Look at the idioms inspired by technological advancement and explain their meaning in your own words. Use the sentence context to help you.

1. We hope that the economy will **pick up steam** again in the next quarter. [*also: build up/gather steam*]

to go faster; to accelerate; to improve

2. To **let off steam**, I like to brew some tea and enjoy a good documentary after work. [*also: blow off steam*]

to relax; to wind down

3. I'm afraid I can't help you right now. It's late in the day and I've **run out of steam**.

I'm tired / exhausted

4. I'm not authorized to do that. I'm just a small **cog in the machine** at this company.

I am of little significance or importance

5. Everything about this exhibition has to work like a **well-oiled machine**. The artifacts on display are priceless!

work perfectly and smoothly, without any errors, accidents or issues

6. His latest paper on restoration techniques for parchment is **at the cutting edge of** conservation science.

at the forefront of; it's leading

- 22.3 *Students' own answers (based on the video story).*

Follow-up

22.4 Students' own answers (based on the "fantasy dinner party" game).

+ Appendix IV

UNIT 22	
artisan	zanatlija, majstor
artistry	umešnost
bookbinding	knjigovezanje
consumer society	potrošačko društvo
crave	žudeti (za nečim); žarko nešto želeti
demand	potražnja
device	uređaj; sprava
durability	trajnost
flamboyant	slikovit; kitnjast
hub	središte; čvorište; glavna tačka
mass production	masovna proizvodnja
omnipresence	sveprisutnost
ornate	ukrašen
pervade	prožimati; obuzimati; protkati
prototype	prototip
streamlined	unapređen; aerodinamičan
subculture	potkultura
subvert	podriti; srušiti
tableware	pribor za jelo
workings	rad; izrada; obrada; pravljenje

23 DESIGN II

23.1 Read the definition of design process and then choose the correct answer to fill the gaps.

Design does not only refer to things and spaces; it is also the process of planning, evaluating, and 1_____ a plan or answer to a problem. The first step in the design process is often to 2_____ possible solutions. This could take the form of words, sketches, or photographs that articulate the designer's ideas. Once the ideas have been expressed, the designer 3_____ the best solution to the problem. Sometimes, a designer will consult a/an 4_____, who helps produce a prototype. The prototype is tested to 5_____ that the design is functionally and aesthetically viable.

- 1 a) coming up **b) implementing** c) practicing
 2 a) brainchild b) draw **c) brainstorm**
 3 a) chose **b) chooses** c) chosen
 4 a) artist **b) engineer** c) manufacturer
 5 **a) ensure** b) check c) assure

23.2 Section B described different moods that a space can convey. What about human moods and personality traits? Sort the words provided according to the categories in the table. Some words may describe both a mood and a personality. Think of three more words, not on the list, to add to each category.

serene dim exhilarated gloomy blunt bright alarmed
 down-to-earth sombre short-tempered nervous sensible sensitive
 tense trustworthy moody pig-headed courteous content

MOOD		PERSONALITY	
POSITIVE	NEGATIVE	POSITIVE	NEGATIVE
serene	dim	serene	gloomy
bright	gloomy	exhilarated	blunt
	sombre	bright	alarmed
		down-to-earth	sombre
		sensible	short-tempered
		sensitive	nervous
		trustworthy	sensitive
		courteous	tense
		content	moody
			pig-headed

23.3 *Students' own answers.*

23.4 *Students' own answers (based on the video story).*

23.5 *"In order to be irreplaceable one must always be different." – Coco Chanel.*

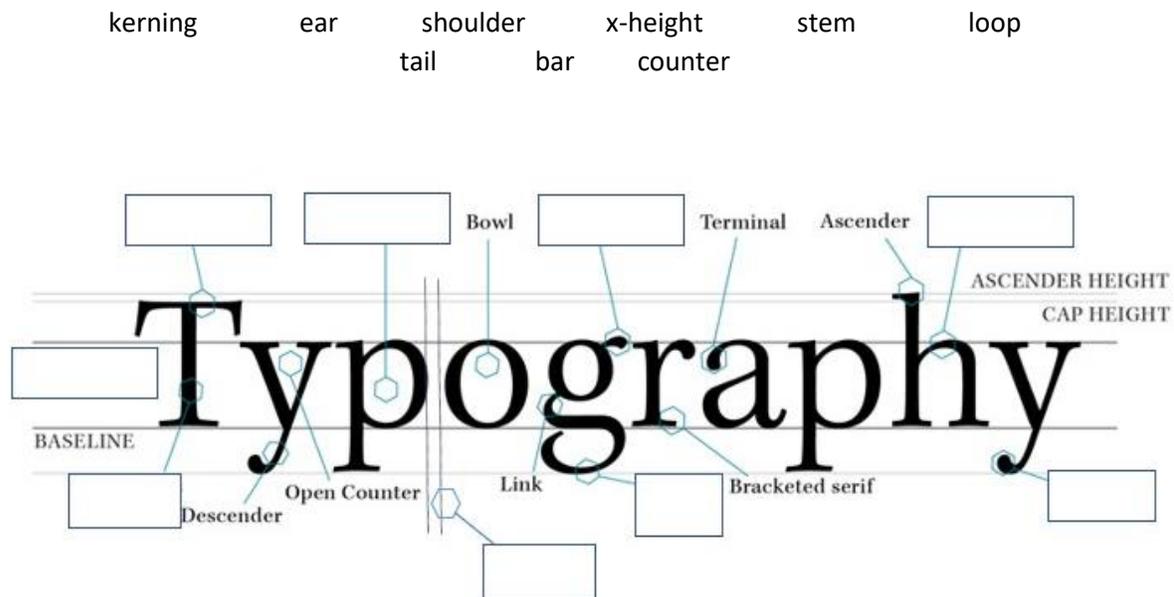
+ *Students' own answers.*

+ Appendix IV

accessories	dodaci; pribor; (modni) detalji
Chippendale	Čipendejl stil (enterijer / nameštaj)
cloth	tkanina; sukno; štof (also: fabric)
competitive advantage	konkurentska prednost
consumer products	potrošački proizvodi
(haute) couture	visoka moda
fabric	tkanina
felting	filc(ov)anje
fiber	vlakno; nit
filament	vlakno
garment	odevni artikal
marketability	utrživost (mogućnost prodaje na tržištu)
planned obsolete	(unapred) planirana zastarelost (proizvoda / artikla)
prêt-à-porter / ready to wear	pret-a-porter (odeća "spremna za oblačenje/nošenje")
rustic	rustičan; u seoskom stilu
sewing machine	šivaća mašina
sketch rendering	izrada skice
soft furnishings	cushions, curtains and furniture covers
target group	ciljna grupa (potrošača; mušterija)
tufting	tafting
upholstery	presvlake; tapaciranje; tapacirung
utilitarian art	utilitarna umetnost
yarn	predivo; pređa

24 DESIGN III

24.1 Complete the diagram below with the terms from type design and typography. If you have no previous experience in these fields, bear in mind that terminology is rather descriptive.



Gornji red: bar, counter, bowl, ear, terminal, ascender, shoulder

Levo (iznad baseline): x-height

Donji red: stem, descender, open counter, kerning, link, loop, bracketed serif, tail

24.2 Read the text carefully and fill in the blanks with the correct forms of the words in brackets. After completing that task, answer the following questions:

1. What field could the author of the text be working in?
2. What is their opinion on the importance of professional designers?
3. Cite three pieces of advice they give.

How to design your self-published book cover – even though you really shouldn't

Many of us know a person who DIYs everything. If there's ever a problem, they come **EQUIPPED** (EQUIP) with duct tape, a mop bucket, and Windex. They're scrappy. They save money. And their work is a great temporary fix. It might keep your kitchen from **FLOODING** (FLOOD) for a week. But anyone can look at a DIY **SOLUTION** (SOLVE) and tell it from a professional one. Almost all self-publishing resources will **RECOMMEND** (RECOMMENDATION) that you hire a designer – specifically one familiar with publishing – to **PRODUCE** (PRODUCT) your cover design. Great

designers make design look easy, and great covers often appear **EFFORTLESS** (EFFORT). Despite this **ADVICE** (ADVISE), many authors believe in the power of DIY. Design is hard. But sometimes you need to try your hand at it to figure that out.

Be different, but don't **CONFUSE** (CONFUSION) people. You don't want your sci-fi novel to be **MISTAKEN** (MISTAKE) for a self-help book or vice versa. Design is not necessarily **INTUITIVE** (INTUITION), but recognizing good design can be. Even covers with a seemingly simple **APPEARANCE** (APPEAR) can be much more layered than you think. Make sure you use a high-resolution image. Images under 300 dpi are not **SUITABLE** (SUIT) for print, and will appear **PIXELLATED** (PIXEL) or out of focus. Finally, if you find yourself saying that a font is "fun" or that it communicates something about your book, it's probably time to let that font go. **HAVING** (HAVE) your typeface explain your book is like **EXPLAINING** (EXPLANATION) the punchline of a joke. It ruins it for everyone.

24.3 *Students' own answers.*

Follow-up

24.4 *Students' own answers.*

+ Basic terms: Typeface, Typography, Graphic Design, Book Design

Typography (*типографија*)

Typeface design (*пројектовање, обликовање типографског писма*)

Type designer (*аутор, дизајнер писма*)

Uppercase, majuscule, capital, versal, large letter (*мајускула, капитала, верзал, велико слово*)

Lowercase, minuscule, small letter (*минускула, мало слово, курент*)

Small caps (*мала капитала*)

Script (*писмо, рукопис*)

Type (*слово, штампарско слово*)

Type (*слог*)

Glyph (*глиф, пиктограм*)

Character (*знак, словни знак*)

Face (*писмо*)

Typeface (*типографско писмо*)

Font (*фонт*)

Font family (*фамилија фонтова*)

Baseline (*основна линија*)
 Point (*тачка, типографска тачка*)
 x-height (*висина малог слова, основна висина*)
 Ascent, ascender height (*асцент, висина горњих продужетака*)
 Descent, descender height (*десцент, висина доњих продужетака*)
 Line height, line spacing (*висина реда, проред*)
 Line gap, leading (*размак између редова*)
 Stem (*стуб, дуктус*)
 Stroke (*потез*)
 Bowl (*заобљени потез*)
 Aperture (*отвор*)
 Serif (*сериф, стопица*)
 Slab-serif (*слабсериф*)
 Terminal (*завршетак*)
 Stress (*акцент, угао осе*)
 Ascender (*горњи продужетак*)
 Descender (*доњи продужетак*)
 Slant (*нагиб*)
 Kern (*кern*)
 Spacing (*одређивање размака*)
 Tracking (*размицање, шпационирање*)
 Node (*спој, тачка*)
 Extremes (*крајње тачке, екстрем*)
 Anchor (*анкер*)

25 VERBALIZING THE VISUAL: DESIGN

25.1 *Students' own answers.*

25.2 Both texts (A and B) covered practical objects that nevertheless had artistic background in their creation. In the table, write words from the texts, placing them under categories used when describing the items. Words can be of different class (verbs, adjectives, etc.). The underlying concept for each category has been provided for you.

PRACTICALITY		AESTHETICS	
weight	<i>hefty</i> <i>heavy</i> <i>*weightlessness</i> <i>sturdy</i> <i>stout</i> <i>massive</i>	to shine	<i>glisten</i> <i>shimmer</i> <i>glitter</i> <i>iridescent</i> <i>glossy</i>

materials	<i>brass iron silk lace rhinestones taffeta muslin gold and silver thread beetle wings</i>	visual impression	<i>eye-catcher sophisticated graceful *weightlessness sleek minimalist lavish</i>
elements (of the fan/garment)	<i>bodice skirt train neckline pedestal base blades head wire cage</i>	art/fashion periods mentioned	<i>Edwardian era modernism neo-classicism</i>

25.3–25.6 *Students' own answers.*

26 CONSERVATION AND RESTORATION

26.1 Add or remove suffixes to form nouns which describe people doing activities.

research → <i>researcher</i>	restoration → <i>restorer</i>	curation → <i>curator</i>
conservation → <i>conservator</i>	science → <i>scientist</i>	profession → <i>professional</i>
theory → <i>theoretician</i>	expertise → <i>expert</i>	surgery → <i>surgeon</i>

26.2 The job of a conservator-restorer includes a variety of activities. Some of them, mentioned in the text, are in the table below. Match the activities (1-8) with their definitions (A-H).

1.E; 2.G; 3.B; 4.F; 5.H; 6.C; 7.A; 8.D

26.3 *Students' own answers.*

26.4 Put the words in order to make meaningful sentences.

- 1. Anna is a student at the Department of Conservation and Restoration.*
- 2. How much time does it take to restore an ancient sculpture?*
- 3. Consolidation of mural paintings is an example of remedial conservation.*

26.5–26.9 *Students' own answers.*

+ Appendix IV

alteration	alteracija, izmena, promena
assessment	procena, vrednovanje
consolidation	konsolidacija (postupak ponovnog uspostavljanja izgubljene mehaničke čvrstoće i poboljšanja unutrašnje kohezije različitih slojeva koji čine umetničko delo)
cultural heritage	kulturno nasleđe
damage	oštećenje
deterioration	deterioracija, pogoršanje
handling	rukovanje (artefaktom)
loss	gubitak
measure	mera
preservation	prezervacija, (o)čuvanje
preventive conservation	preventivna konzervacija/zaštita
registration	registrovanje, popis
remedial conservation	kurativna konzervacija
retardation	retardacija, pogoršanje; usporavanje (procesa)
retouching	retuširanje, popravljanje
safeguarding	čuvanje
storage	skladištenje
tangible	tangibilan, materijalni

28 VERBALIZING THE VISUAL: EKPHRASIS

28.1–28.4 *Students' own answers.*